

LISTING OF THE CLAIMS

The following is a complete listing of all the claims in the application, with an indication of the status of each:

- 1 1. (Currently amended) A loyalty suite business method for managing customer
2 relationships for a client enterprise, the method comprising the steps of:
 - 3 (a) developing a framework including hypotheses regarding the client's customer
4 relationships and information regarding the customer relationships;
 - 5 (b) reviewing the client business strategy and the client customer relations
6 strategy;
 - 7 (c) identifying projects to obtain data needed to develop a customer-centered
8 strategy;
 - 9 (d) analyzing the business strategy, the customer relations strategy and the
10 information regarding the customer relationships;
 - 11 (e) developing a customer-centered strategy;
 - 12 (f) identifying client enterprise deficiencies, including deficiencies in marketing,
13 sales and service;
 - 14 (g) developing a customer loyalty roadmap;
 - 15 (h) using the framework, determining an inside-out view of customer expectations
16 and determining an outside-in view of customer expectations;
 - 17 (i) validating the outside-in view of customer expectations;
 - 18 (j) prioritizing customer needs for action and/or investment;
 - 19 (k) developing a capability model and key enablers;
 - 20 (l) recommending tasks to be performed by the client to implement the
21 customer-centered strategy;
 - 22 (m) reviewing the client enterprise business and technology environment;

23 (n) developing a customer value index and customer loyalty management
24 approach; **and**
25 (o) testing and defining the customer value index and the customer loyalty
26 solution strategy; and
27 (p) implementing business practice changes in accordance with the capability
28 model.

1 2. (Original) The loyalty suite business method of claim 1, further comprising the step of
2 identifying factors which engender customer loyalty from a customer perspective.

1 3. (Original) The loyalty suite business method of claim 2, further comprising the step of
2 determining capabilities and enablers needed for delivery of customer value by the client.

1 4. (Original) The loyalty suite business method of claim 1, further comprising the step of
2 determining a value received by customers from the client enterprise.

1 5. (Currently amended) The loyalty suite business method of ~~claim 5~~ claim 1, further
2 comprising the step of identifying and prioritizing interactions between the client
3 enterprise and customers, so as to define opportunities to create customer satisfaction.

1 6. (Original) The loyalty suite business method of claim 5, further comprising the step of
2 identifying critical tasks to perform in order to create customer loyalty.

1 7. (Original) The loyalty suite business method of claim 6, wherein identification of said
2 critical tasks leads to identification of essential client enterprise capabilities.